

Demand Generation

Demand Generation is the latest marketing buzz phrase to be taken over by internet specialists who know next to nothing about integrated marketing.

The problem is, those who know about integrated marketing are dragging their feet on Demand Generation, like they do on every new opportunity that comes along.

What's a marketing director to do? We have some ideas.

Television was invented by Philo Farnsworth's in 1927. Philo was not very highly regarded as a marketing genius but, then he didn't really want to be.

Ad agencies were around back in 1927 but they were quietly hoping TV would go away. Then a big client of the New York shops kicked their agencies in the rear and made them embrace television and invent marketing for it. Thus was born the Soap Opera.

Does this kind of foot dragging sound familiar?

I sat in an actual meeting at a large mid-atlantic agency in 1995 and heard the chairman direct us to ignore the internet because it was 'just a fad.' I couldn't believe it.

What this leads to in every new media is this -

The first to arrive at developing marketing for new media are the specialists. They make the development process seem like some kind of dark magic to which only they possess the sacred knowledge.

Then, 5-10 years later, the ad agencies sniff out a profit to be made, raise their right hands and declare themselves experts. The ad agencies invariably buy out the specialists' companies and off they go together.

NEW YORK



RICHMOND



CHARLOTTE



Lately we've been watching the development of "Demand Generation."

Planet Central is the Demand Generation agency of record for the number six accounting practice in the U.S.

We're in early and we've found ourselves competing with the specialists. But, I have to tell you, they're really no competition. Typically, they're email marketing specialists or web design gurus who are now broadening their reach to encompass this new buzz word. But they won't help you integrate your DG approach to the rest of your marketing.

At Planet Central, we're doing DG work that is pegging the needle on response.

One campaign we just completed includes an integrated online and offline approach. It has riveting creative for a very technical category. We used Direct Mail and outbound HTML Email.

Each element of the campaign had a PURL, a personal URL which created a personal landing page on the fly. This landing page had a sign-up for a specific event.

The open rates and click thru's were staggering. About 10 times higher than industry norm.

That's the power of using Demand Generation as part of an integrated tactic.

If you're doing it already, and mixing in great creative, good on ya.

If you're not, then check out the contact page on our website at www.PlanetCentral.com.

